



JOE LOVERIDGE
Co-Founder



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Joe Loveridge has devoted his life to horses and the outdoors. A skilled horseman, guide and event organizer, he has spent decades training, guiding, and sharing his passion for horsemanship, hunting and fishing with others. Beyond the arena, horse training and sales, Loveridge's love for the wilderness led him to create and operate a premier outfitting guide service that offers guided fly fishing, horseback rides and other outdoor adventures, which was recognized by Orvis as the National Guide Service of the Year.

With a lifelong passion for hunting, fishing, and outdoor hospitality, Loveridge has built a career rooted in connection — between people, animals, and the mountains. Whether leading a horse event, guiding anglers on pristine waters, or welcoming guests to the outdoors, Loveridge's work reflects his deep respect for the outdoors and the traditions that come with it.

- Co-Founder of Rocky Mountain Outfitters
- Co-Founder of Skijoring Utah and Pro Skijor
- Owner/Operator of RMO Horses
- Owner/Sales Manager of the Fall Round Up Horse Sale and Spring Round Up Horse Sale
- Owner/Operator of the Sundance Stables and Utah's Premier Outfitters